

Thurston County
Quit Line Data Summary
 July 1 - September 30, 2003

	County	State
Number of Calls to Quit Line	N = 126	N = 2,935
Percent of Statewide Calls	5.2%	100.0%
Percent of State Population in County¹	3.5%	100.0%
	County %	State %
Gender	N = 126	N = 2,565
Female	65.1%	63.8%
Male	34.9%	36.2%
Race/Ethnicity	N = 109	N = 2,185
People of Color	12.8%	13.0%
White	87.2%	87.0%
Age	N = 120	N = 2,379
Less than 18 years old	2.5%	1.7%
18 - 24 years old	20.0%	15.7%
25 - 34 years old	26.7%	23.3%
35 - 44 years old	24.2%	26.0%
45 years and older	26.7%	33.2%
Education	N = 117	N = 2,267
Did not graduate high school	20.5%	19.5%
High school graduate	37.6%	33.3%
Some college/vocational school	28.2%	35.3%
College graduate	13.7%	11.9%
Caller Type	N = 126	N = 2,685
General Information	2.4%	10.5%
Health care provider	3.2%	3.2%
Tobacco user	94.4%	86.3%
Payer Type	N = 84	N = 1,774
Insured	19.0%	29.4%
Uninsured	20.2%	30.4%
Medicaid	60.7%	40.2%
Heard About	N = 115	N = 2,220
Past caller	12.2%	14.0%
Employer/worksites	0.0%	1.1%
Health care provider	34.8%	29.8%
Television	10.4%	13.7%
Outdoor advertisement (billboard/bus/wall)	5.2%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	0.0%	1.1%
Newspaper/Magazine	0.0%	0.5%
Brochure/Newsletter	7.8%	5.6%
Family or friend	24.3%	24.7%
Health Department	4.3%	4.1%
School	0.9%	0.6%

Source: Washington State Department of Health
 Tobacco Prevention and Control
 Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.